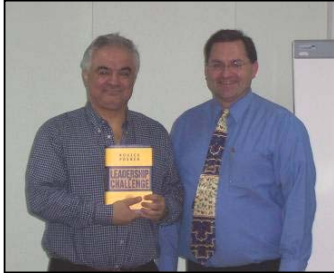


CEC Bank Training December 5 – 10, 2005

The past technical assistance provided by USAID and USDA has yielded great results in the case of our training assistance to the CEC Bank in Romania. As a result of Mr. Eugene Radulescu's trip to the US a number of years ago and his exposure to the western banking system; this relationship facilitated the development of our Leadership Workshop for the CEC Bank management team.

As the new President of the CEC Bank, Mr. Radulescu has embarked on the difficult task of turning the former "Savings Bank" into a functioning Commercial Bank. One of the many steps organized to



Tony Jesina presenting President Radulescu with a copy of the book "Leadership Challenge".

complete the CEC Bank's objective is to develop a loan department to meet the credit needs of rural small and medium enterprises. The Rural Finance Leader Development (RFLD) program was asked to design a workshop to provide direction and motivation for the middle management staff of the CEC Bank.

Mr. Ron Prescott, RFLD Program Director, assembled three finance experts to create a three day workshop focusing on the following topics:

- Serving the credit needs of a small community
- Dealing with competition, reputation and the marketing of new products
- Leadership development during changing times in the industry

The program was successfully completed for 46 participants from Thursday, Dec. 8 – Saturday, Dec. 10 at the CEC Bank training center in Sibiu, Romania by:

- Bob Krause – Vice President, South Story Bank and Trust – Slater, Iowa
- Tony Jesina – Vice President, Farm Credit Services of America – Ottumwa, Iowa
- Kevin Geis – President, Valley Bank – Ames, Iowa



"Iowa Team"
Ron, Bob, Tony and Kevin

These three gentlemen delivered a highly spirited, informative workshop that met the objectives of setting short term goals for



Departments working together simultaneously to serve the customer.

the participants. During the Friday afternoon session President Radulescu spoke to the group and challenged them to make necessary changes from the grassroots up. Saturday morning each participant team presented their ideas on how to create the future CEC Bank. Each team created a poster to illustrate their idea. As the session closed each team was given a challenge, "What will you change at your branch office beginning Monday morning?" The

ideas shared indicated how well the participants had paid attention to the workshop presentations and included the following ideas:

- Set up a table to promote the new debit card in our bank lobby
- Create teams between the loan councilors and financial analysts to speed up the loan decision making process for the customer
- Discuss with branch cashiers the importance of becoming a walking billboard for the CEC Bank as Mr. Geis suggested
- Share 'best practices' between the bank branches

The training team left Sibiu Saturday sensing that the participants had gained the motivation and direction that the CEC Bank leadership desired. The CEC Bank will survey each of the participants in 4 weeks to follow-up and evaluate the effectiveness of the training provided.



Communication must pass through the bank like a bee hive. And, if you don't work, access is denied.